

Pakistan Army TV Project

PROJECT: Establishment of an Educational Television Station for informing and training the Pakistan Armed Forces stationed at Rawalpindi. This will be a small packaged television transmitter with essential auxiliary equipment.

BACKGROUND: At Karachi in September and October, 1956 important officers of the Pakistan Armed Forces expressed to USIA and Embassy officials a keen interest in an open circuit television transmitter at the Pakistan Army's general headquarters at Rawalpindi to instruct military personnel in that region.

Subsequently Commander Maqbool Hussain, Director of Public Relations of the Pakistan Armed Forces, while in the United States, reviewed this subject with Department of Defense and USIA officials. The Department of Defense later prepared an informal memorandum for the Commander's guidance in making a formal request of the U. S. MAAG Mission in Pakistan.

The project as drawn up informally by the Department of Defense includes the provision of personnel, building and power sources by the Pakistan Armed Forces plus training of Pakistan Armed Forces personnel by the United States Army Signal Corps.

JUSTIFICATION: These are the reasons why the U. S. Government should assist the Pakistan Armed Forces in developing TV:

1. The Pakistan Army is one of the two combat-tested elements of the Moslem Baghdad Pact countries. It is in the national interest of the United States to strengthen these forces into an effective barrier to Communist expansion in the Middle East and South Asia.
2. Television has been tested by the United States Army. It has proved effective both for training and for informing troops. United States Armed Forces Television stations are now in operation in the Middle East At Tripoli, Libya; Dhahran, Saudi Arabia; and Asmara, Eritrea.
3. Rawalpindi, the Pakistan Army headquarters, has a constantly revolving military population. Over two or three years the constant turnover of personnel will make it possible to train and inform many more troops than would be stationed at an ordinary military post. A civilian population of over 200,000 persons in the Rawalpindi area represent a large additional audience.

*This goes to Operations Com.*

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4. Commander Maqbool Hussain believes that the Military Motivation Program would benefit enormously by such an educational television station. He recalled the impact made two years ago by a demonstration of American television at the Karachi Fair.

5. The Rawalpindi station will encourage development of TV elsewhere in Pakistan and also in other Baghdad Pact countries.

6. This represents a direct implementation of the Jackson Committee report which recommends development of TV overseas.

7. MAAG, Pakistan has made it clear that while it supports the proposal to establish a TV station for training and informing the Pakistan Armed Forces stationed at Rawalpindi, it has no funds available to purchase the equipment necessary to implement the proposal. Similarly, ICA, Washington feels that it cannot engage in the establishment of such a station for the Pakistan Armed Forces at this time, although it interposes no objection to USIA's undertaking such a project under the Agency's Military Motivation Program.

CONCLUSION: Granted the importance of the Pakistan Army to free world security and the desirability of improving both the technical competence and morale of that Army, the recommendations as prepared informally by the Department of Defense appear to summarise an economical way of reaching this priority group with effective informational, training and morale-building material to be provided in large part by USIS. Support of such a project appears to be clearly within the frame of reference of the Agency's Military Motivation Program.

RECOMMENDATIONS:

1. USIA to allocate \$100,000 from Fiscal 1957 funds for the purchase of the following materials:

- a) 1 low-powered package station, complete
- b) 100 TV receivers, various sizes
- c) auxiliary equipment such as a small mobile

field unit and one or more giant screen projectors and screens.

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3. IBS be authorized to request the Department of Defense to procure the recommended equipment through its regular channels subject to approval by USIS, Karachi, and MAAG, Pakistan.

4. The entire procedure, as outlined in the informal recommendations prepared by the Department of Defense, to be put into effect, subject to the approval of USIS, Karachi, and MAAG, Pakistan, and subject to the limitation of \$100,000 cost to USIA.

**Enclosures:**

1. TAB "A" - Planning of Station
2. TAB "B" - Letter from ICA,  
Mr. John B. Hollister, dated  
March 16.